



## **Arlington Committee on Tourism and Economic Development (ATED) Minutes**

Date: Wednesday, January 27, 2021

Time: 7:00 pm

Location: Remote Participation via Zoom

Attendance: Committee members: Billy Lyons, Bob Bowes, Bob Tosi, Jr., Steve Poltorzycki, Paul Dredge, John Hurd, Angela Olszewski, Tom Davison; Guests: Ted Peluso, Jennifer Susse

### **Minutes**

#### **1. Call to Order**

The meeting was called to order at 7:04 pm. Angela read the notice regarding conduct of the meeting under remote participation. She welcomed the guests.

#### **2. Acceptance of Minutes**

Bob B. made a motion, seconded by Paul to approve the minutes of the August and September meetings. The motion passed unanimously by roll call vote.

Bob T.: yes

Bob B: yes

Tom: yes

Paul: yes

Steve: yes

Billy: yes

John: yes

Angela: yes

Note: Quorum was not reached at the October meeting. There was no meeting in November or December

#### **3. Treasurer's Report/Reimbursements**

Tom provided an update on our balance and encumbered expenses. He is waiting for invoices from the Chamber for the banners and ACAC for the public art door.

#### **4. Applicants for Committee Openings**

ATED received four applications for committee openings. Resumes were forwarded to the committee members. Angela spoke with all four. Three requested to be considered for membership. The fourth is

interested in attending a meeting. Angela recommended James Byrnes, Christopher D'Angelo, and Michelle Deakin for appointment. Steve made a motion, seconded by Paul, to recommend to the Select Board their appointment. The motion passed unanimously by roll call vote.

Bob T.: yes

Bob B: yes

Tom: yes

Paul: yes

Steve: yes

Billy: yes

John: yes

Angela: yes

5. Request for Support of CPA Application

Angela received a request from the president of the Arlington Historical Society asking ATED to support its application to the Community Preservation Act Committee for a ground source heat pump climate control system for the Jason Russell House. The committee discussed the value of the JRH to attracting visitors, which also helps to support local business. The new system could make the JRH a year-round attraction. Steve made a motion, seconded by Paul, to support the CPA application. The motion passed unanimously by roll call vote. Angela will write the letter of support.

Bob T.: yes

Bob B: yes

Tom: yes

Paul: yes

Steve: yes

Billy: yes

John: yes

Angela: yes

6. Arts & Culture Updates

Tom and Steve provided updates on ACAC activities.

7. Local Business Support

The group discussed ways to support local business. We noted that we would like to continue reaching out to the business community to determine their needs and requests. Bob T. will be attending the Heights business group meeting. Bob B. noted that Ali Carter is running the Center group. Tom will reach out the East group to see if it can be re-started. We would like to help to promote the Shop Arlington First campaign. We discussed promoting local business through a marketing campaign. Social media could be a good vehicle for this. John suggested that we could highlight specials, promotions, etc. Billy, as a local business owner, was in favor of this idea and thought it

would be helpful. We also thought this could be a good time to revive the proposed Arlington map project. Businesses will need support ready when the pandemic begins to recede.

8. Virtual Patriots Day Weekend

There will be no reenactment or parade, again, this year due to the pandemic. The group discussed ideas to host a virtual Patriots Day Weekend. We could put online the walking tour supported by ATED that was created by an Arlington Girl Scout for her Gold Award project. Tom offered to research a virtual trivia night. John and Angela volunteered to help with a red, white, and blue home decorating contest. We could give Shop Arlington First gift certificates as prizes.

9. Visitor Center Maintenance

No update. Angela will work on this.

10. Future Meeting Dates

The next meeting will be on Wednesday, February 24, 2021.

11. New Business

John mentioned that planning will soon begin for the Battle Road 2025 celebration. ATED could be involved in this.

The meeting adjourned at 7:59 pm on a motion by Steve, seconded by Billy.

The roll call vote was unanimous.

Bob T.: yes

Bob B: yes

Tom: yes

Paul: yes

Steve: yes

Billy: yes

John: yes

Angela: yes